GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:197
ANSWERED ON:29.07.2016
Indecent Advertisements on DD Channels
Mondal Shri Sunil Kumar

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether obscene scenes are being shown on large scale by various Doordarshan Kendras (DDKs) and if so, the details thereof;

(b) whether the Government has received suggestions/representations to ban the telecast of these advertisements/vulgar scenes and if so, the details thereof along with the corrective measures taken by the Government in this regard; and

(c) whether the Government has taken/ proposes to take any new initiatives to govern various aspects of advertisements in the country and if so, the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING
(SHRI M. VENKAIAH NAIDU)

(a) to (c): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO. 197 FOR ANSWER ON 29.07.2016

(a): No. Madam, Prasar Bharati has informed that all programmes and advertisements of Doordarshan are telecast as per the Doordarshan broadcast/commercial code for Advertising and in conformity of programme and advertising codes prescribed under the Cable Television Networks Rules 1994 enshrined under the Cable Television Networks (Regulation) Act, 1995. The details of the said codes are available on the web site of Doordarshan namely www.ddindia.gov.in and that of Ministry of Information and Broadcasting namely mib.nic.in.

(b) & (c): Certain complaints/representations have been received which are against private satellite TV channels. The telecast of all content on television is regulated under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Networks Rules, 1994 framed thereunder. The Act does not provide for pre-censorship of content telecast on such TV channels. However, it prescribes that all programmes and advertisements telecast on such TV channels should be in conformity with the prescribed Programme Code and Advertising Code enshrined in the Act and the rules framed thereunder. The said codes contain parameters to regulate programmes and advertisements on TV channels including those which may contain obscene and vulgar programmes and advertisements. The concerns raised in the representations/suggestions received are addressed as per the provisions of the various Rules/ Acts referred above. The details of action taken as per Cable Television Networks (Regulation) Act, 1995, against those TV channels which are found guilty of telecast of obscene and vulgar programmes/advertisement during the last three years and the current year is annexed.

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